



## **2006 PROFESSIONAL DEVELOPMENT CONFERENCE**

### **ADDITIONAL PROGRAM INFORMATION**

#### **DRAFT AGENDA**

##### **Day 1 - February 15**

- 1:00 pm - The Choice  
Way of Being  
The Choice That Determines Way of Being  
When the Resistant Way Becomes Characteristic
- 5:00 pm End of Session
- 5:30 pm No Host Social
- 6:00 pm Dinner

##### **Day 2 - February 16**

- 7:00 am Breakfast
- 8:00 am The Effect of the Resistant Way on Others  
Becoming Responsive (Getting Out of the Box)
- 12 pm Lunch
- 1:00 pm The Choice at Work: Application of the Model in the Workplace  
Resistance in the Workplace: Symptoms of the Box  
Working Out of the Box: An Introduction
- 5:00 pm End of Session
- 5:30 pm No Host Social
- 6:00 pm Dinner

### **Day 3 – February 17**

7:00 am	Breakfast
8:00 am	Working Out of the Box: A Plan Impact in Multiple Directions Accountability Solving Workplace Collusions Leading Out of the Box Action Plan
12:00 pm	End of Conference

### **Introduction to The Arbinger Institute**

Prior to the mid-1800's medical doctors lacked the fundamental understanding of germ theory (which began with Semmelweis and later continued with Pasteur). Without germ theory, doctors advanced multiple ideas and explanations for peoples' observable symptoms. For example, when someone presented with the symptoms of Malaria, a common theory of the cause of this disease was that the individual had breathed "bad air." In fact, when the word Malaria is translated directly from Latin it means "bad air." Many other diseases such as TB, pneumonia, bronchitis, etc., were all thought to be caused by breathing "noxious vapors or malignant odors". Given such misunderstanding, it is clear why "ventilation" was the prescribed, yet ineffectual treatment. Until doctors understood germ theory, whatever solutions or treatments dreamed of were not curative. Only after discovering that malaria is caused by a parasite injected by mosquito bite – could real solutions, real medicine be sought for and developed. Prior to that, only symptoms could be addressed.

Analogous to this is the work that The Arbinger Institute (Arbinger) is engaged in. A team at Arbinger has discovered that the "germ" that creates costly organizational problems is a little known problem at the heart of the human sciences. This problem, known by scholars as the problem of "self-deception," devours organizational resources. A simplistic definition of self-deception is that I have a problem but can't see that I have a problem. Most people feel that others cause problems, but few people feel they themselves cause them. Consequently, rarely does anyone feel responsible, and individuals and organizations seem stuck with problems no one seems willing or able to solve.

For example, all of the common "people problems" relating to leadership, team building, communication, conflict resolution, merging of organizational cultures, alignment, labor relations, trust, and so on, are manifestations of self-deception. Problems in these areas remain solution-resistant because attempts to solve the underlying problem have consistently failed to identify the germ, namely, self-deception. Understanding the enormity of this issue, Arbinger has found a solution to the self-deception problem. Arbinger has finally identified how self-deception happens, why we put up with it, and most importantly what to do about it. Hailed as a major development, this solution has profound implications for personal, leadership and organizational performance – implications that turn conventional wisdom on its head.

Arbinger is committed to helping organizations understand and solve the problem of self-deception, and eliminate its barriers to obtaining impressive results in every corner of their operations. Arbinger's technology makes such performance possible, even inevitable.

### **Comment from the Professional Development Committee**

The Arbinger Institute has a book titled "**Leadership and Self-Deception *Getting out of the Box***". It is 171 pages long, is a quick read, and will prepare give you some insight into the program that will be presented. The book is available in paperback in many bookstores in the Leadership category of the Business section. We strongly encourage you to read the book prior to the conference.

Comments from those who have attended similar sessions have been very favorable. The rate that the WSACE received as a result of our government status is 50 percent of the fee that is normally charged for this training. We are expecting this to be very high quality training. Register soon.